

3623



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

413
PJD
8/12/02

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EXAMINER: R. Bachner

GROUP ART UNIT: 3623

APPLICATION NO. 09/507,004

FILED: February 22, 1999

TITLE: METHOD AND SYSTEM FOR RESEARCHING PRODUCT
DYNAMICS IN MARKET BASKETS IN CONJUNCTION
WITH AGGREGATE MARKET BASKET PROPERTIES

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited as first class mail, postage prepaid, in an envelope addressed to: The Commissioner for Patents, Washington, D.C. 20231, on August 7, 2002.

Date 8-7-02


Lynn M. White

Commissioner for Patents
Washington, DC 20231

REPLY UNDER 37 C.F.R. §1.111 TO
EXAMINER'S ACTION MAILED MAY 8, 2002

RECEIVED
AUG 14 2002
GROUP 3600

Sir:

This is in response to the Office Action mailed May 8, 2002, having a period for response set to expire on August 8, 2002. The following amendments and remarks are respectfully submitted.

In the Claims

New claims 6-15 have been added.

Q1

--6. A computer program product recorded on computer readable medium for processing market research data including aggregate sales data concerning items grouped in a plurality of market baskets and sold during retail sales transactions of a retailer, comprising:
computer readable means for receiving analysis parameters from said retailer for use in analyzing said market research data;
computer readable means for receiving said aggregate sales data;